

#### ABSTRACT OF THE DISCLOSURE

Provided is a label peeling mechanism for a continuous label strip, by which a continuous label strip obtained by provisionally attaching multiple adhesive label pieces to the front surface of a sheet-shaped backing strip at predetermined intervals and winding the backing strip with the label pieces to a roll shape is conveyed, and the label pieces are peeled and separated from the backing strip, the label peeling mechanism including: a first conveying unit (platen roller 10, for example) that conveys the continuous label strip in a first direction (S1 direction) in which the label pieces are continuously arranged; a label peeling member, that is disposed along the first direction so as to be spaced from the first conveying unit by a predetermined distance, is abutted against the underside of the backing strip of the continuous label strip conveyed by the first conveying unit, and peels the label pieces from the backing strip; a second conveying unit (platen roller 10 and peeling roller 20, for example) that pulls the sheet-shaped backing strip, from which the label pieces have been peeled, in a second direction (S2 direction) that is opposite to the first direction from the label peeling member; and a slack preventing member (40) which is disposed to oppose the front surface of the continuous label strip between the first conveying unit and the label peeling member and which suppresses slack where the continuous label strip floats up to the front surface side.